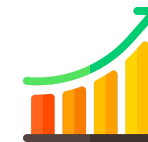




Google Merchandise Store - CUSTOMERS ANALYSIS year 2023



Main KPIs

Utenti totali
425.961

↓ -198.739 da anno precedente

Nuovi utenti
362.445

↓ -216.709 da anno precedente

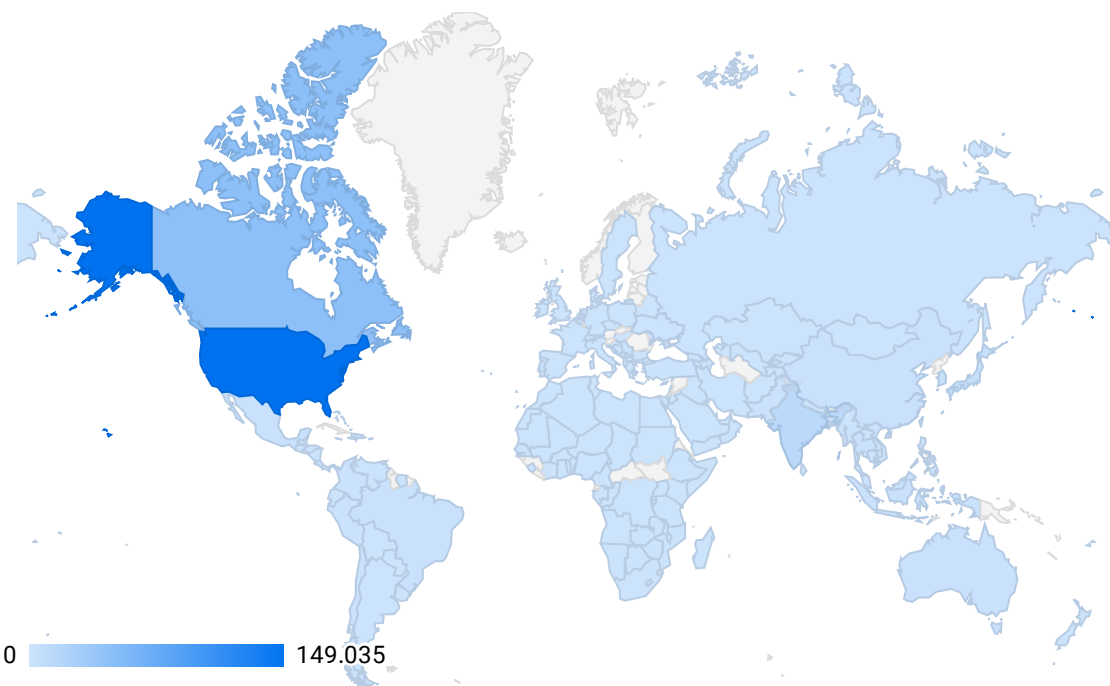
Utenti attivi
401.466

↓ -216.558 da anno precedente

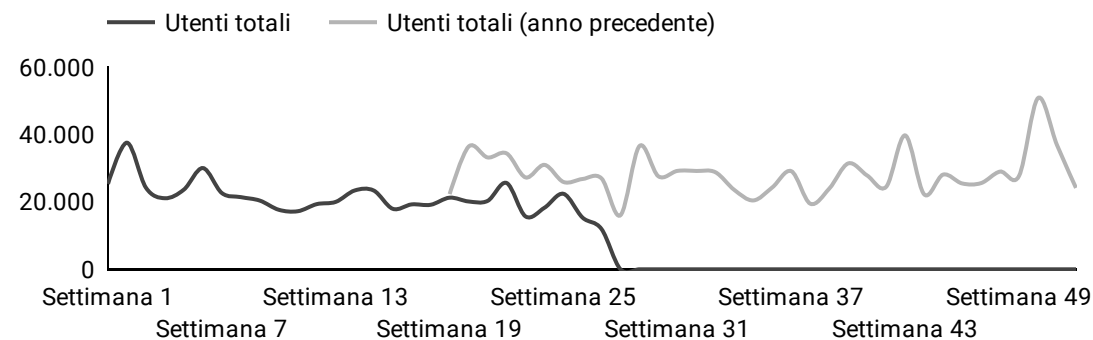
Utenti non attivi
24.495

↑ 17.819 da anno precedente

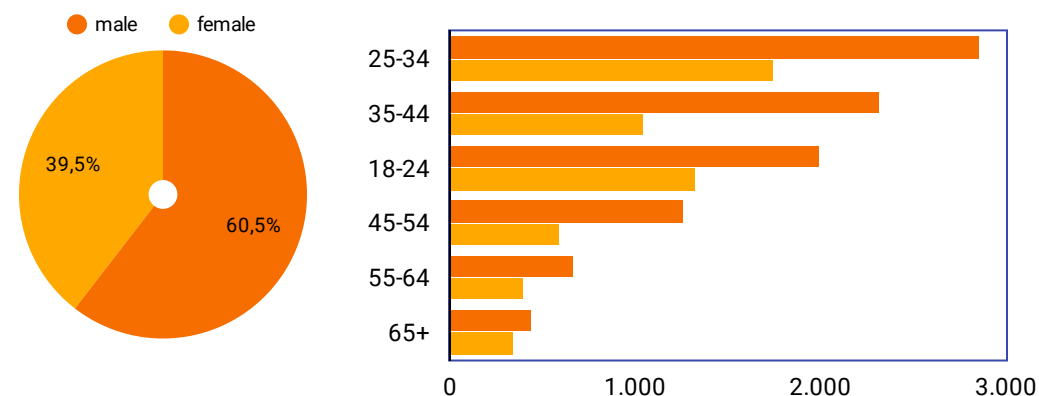
Worldwide Total Users distribution



Total Users trend



Total Users characteristics



Top 5 Countries by Users

	Paese	Utenti totali ▾	Nuovi utenti	Utenti attivi	Utenti non attivi
1.	United States	212.226	189.612	211.215	1.011
2.	Canada	64.100	61.676	63.872	228
3.	India	34.813	31.207	34.687	126
4.	China	13.953	12.993	13.917	36
5.	Japan	7.815	6.218	7.760	55

